

ABSTRACT OF THE DISCLOSURE

The present invention is a method and apparatus for preparing a web page for a digital edition of a newspaper, newsletter, or magazine using print media display advertisements as input, so that a publisher may offer to advertisers both hard copy print and web site advertising opportunities without requiring the modification of advertising copy to fit the web and to give the advertiser the benefit of displaying their ad next to the news/editorial content on the web. The method uses display advertising created for print, such as scanned hard copy or other electronic print-formatted copy, to produce full-size images linked from "preview" images displayed next to news/editorial content on the web site that maintain the aspect ratio of the full-size advertisement, while altering their size both in terms of number of bytes and space required to display. The advertising copy is then programmed to automatically appear at a position adjacent news/editorial content in a manner familiar to readers (e.g., ads next to news/editorial content).